



KSHB-TV

ORDER

Flight Dates **08/14/12-08/19/12**

Contract / Revision **307767 /**
Original Date / Revision 08/13/12 08/13/12
Advertiser **McCaskill / Democrat / Sena**
Agency **Media Strategies and Resea**
Buying Contact
1580 Lincoln Street
Suite 510
Denver, CO 80203

Product
Kansas City
Agency Com 15%
Billing Contact
1580 Lincoln Street
Suite 510
Denver, CO 80203
Sales Office KSHBN
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **11609**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-3
Advertiser Ref

Primary Account Executive
 Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	13	\$8,245.00	\$9,700.00	0.00	07/30/12	08/17/12	13	\$8,245.00	\$9,700.00
Totals	13	\$8,245.00	\$9,700.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	08/14/12	08/19/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	- T - - F - -	:30	2	\$400.00	P-2	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- T - - F - -		2		\$400.00		0.00				
N 2	KSHB	08/14/12	08/19/12	Today Show Today Show	CM	7-9a	- - - 1 - - -	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - - 1 - - -		1		\$500.00		0.00				
N 3	KSHB	08/14/12	08/19/12	M-F 1-2p M-F 1-2p	CM	1-2p	- - - - 1 - -	:30	1	\$125.00	P-2	0.00 NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - - - 1 - -		1		\$125.00		0.00				



KSHB-TV

Print Date: 08/13/12

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Contract / Revision **307767** Flight Dates **08/14/12-08/19/12**

Hiatus Dates

Original Date / Revision 08/13/12/ 08/13/12

Order Sep 00:20:00

Advertiser **McCaskill / Democrat / Sen** Product **Kansas City**

Estimate # **11609**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	KSHB	08/14/12	08/19/12	M-F 3-330p Jeopardy	CM	3-330pm	--- 1 ---	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	--- 1 ---					1	\$125.00		0.00			
N 5	KSHB	08/14/12	08/19/12	M-F 330-4p Millionaire	CM	330-4pm	- 1 - - - - -	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	- 1 - - - - -					1	\$125.00		0.00			
N 6	KSHB	08/14/12	08/19/12	M-F 4-430p Jeopardy	CM	4-430p	-- 1 - - - -	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-- 1 - - - -					1	\$300.00		0.00			
N 7	KSHB	08/14/12	08/19/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	- - - - 1 - -	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	- - - - 1 - -					1	\$750.00		0.00			
N 8	KSHB	08/14/12	08/19/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	-- 1 - - - -	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-- 1 - - - -					1	\$950.00		0.00			
N 9	KSHB	08/14/12	08/19/12	M-F 630-7p M-F 630-7p	CM	630-7p	--- 1 ---	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	--- 1 ---					1	\$1,200.00		0.00			
N 10	KSHB	08/14/12	08/19/12	Tue 7-9p AGT	CM	8-9p (8:10 PM-9:00 PM)	- T - - - - -	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	- T - - - - -					1	\$3,500.00		0.00			
N 11	KSHB	08/14/12	08/19/12	M-F Late News M-F Late News	CM	10-1035p	- 1 - - - - -	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	- 1 - - - - -					1	\$1,000.00		0.00			
N 12	KSHB	08/14/12	08/19/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	-- 1 - - - -	:30	1	\$325.00	P-2	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-- 1 - - - -					1	\$325.00		0.00			
Totals														13	\$9,700.00